

Five Core Concepts and Questions

Core Concepts*		Key Questions
1.	Constructions All media messages are constructions.	<i>How is the message constructed? How well does it represent reality?</i>
2.	Beliefs and Values The media messages contain beliefs and value messages.	<i>What values, lifestyles, or points of view are represented in or omitted from this media message?</i>
3.	Audience Each person interprets a message differently.	<i>How might others understand this message differently?</i>
4.	Intent Media messages serve commercial, social, and/or political interests.	<i>Who created this media message and why?</i>
5.	Form Each medium has its own language, style, form, techniques, conventions, and aesthetics.	<i>What techniques are used and why?</i>
* An alternative "8 key concepts" model can be found at: http://www.media-awareness.ca/english/teachers/media_literacy/key_concept.cfm		